

ABSTRACT

Drowning is one of the leading causes of child death in the world according to data from the World Health Organization. Children's fear of swimming activities often arises due to a lack of positive sensory experiences, strong imagination, traumatic experiences, and overprotective parenting. A child aged 4-6 years is in an important developmental phase that involves the child's physical, cognitive, emotional, and social development. A high sense of curiosity will feel that this world is scary because of things they don't know. Unfortunately, the availability of illustrated children's books in Indonesian that discuss fear of swimming activities is very limited. Designing based on visual storytelling as an educational medium aims to help children aged 4-6 years get to know and like swimming activities in a positive way, build courage, and reduce fear of water and be interactive with parental guidance. The visual storytelling method is used because of the effectiveness of conveying emotional and narrative messages through strong illustrations, and in accordance with the learning characteristics of early childhood children who are more responsive to visual stimulation. Designing based on a deep understanding of children's needs and concerns and input from early childhood psychology. This book is expected to not only be a positive, communicative, and psychologically relevant learning tool to help children overcome fear, but also encourage parental involvement in introducing swimming activities as a safe and enjoyable experience. This design also aims to fill the gap in local visual literacy with specific themes that are relevant to Indonesian children.

Keywords: *Children's Illustrated Books, Fear of Swimming, Early Childhood, Visual Educational Media.*